

ROUs: 1110 / 1210 / 1310 / 1710

*Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet*

51853 4950

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 6, 1998

RJR Account #375878

P. Cox
McLANE-NORTHEAST

MARCH: WINSTON B2G1F PROMOTION #800115

Dear Paul:

We have placed orders for *Winston B1G1F* product, and 'Live' product, as listed to pack and ship this promotion to your participating retail accounts (Note: This is not a pre-sleeved promotion). 1650 SKUs of Displays (item #538994) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style			\$ Amount
		FF BOX	LT BOX	ULT LT BOX	
	UPC Code	12300- 11226	12300- 11926	12300- 70326	
ER2875-01	B1G1F / CT	2	4	2	\$875.79
ER2876-01	B1G1F / MA	3	6	3	\$845.69
ER2877-01	B1G1F / NH	1	2	1	\$515.90
ER2878-01	B1G1F / NJ	2	4	2	\$515.79
ER2879-01	B1G1F / NY	19	38	19	\$7,636.04
ER2880-01	B1G1F / OH	2	4	2	\$1,187.79
ER2881-01	B1G1F / PA	25	50	25	\$13,797.42
ER2882-01	B1G1F / RI	1	2	1	\$311.90
	TOTALS	55	110	55	\$25,170.53
ER2883-01	'LIVE' Product	14	55	28	\$42,763.59

\$67,934.12

PARTNERS 'BONUS' REPORTING DESCRIPTION: 'WIN MAR B2G1F'

Product Arrival:

February 23, 1998

Shipper Displays Arrival (Consolidated):

February 26, 1998

Ship Date to Retail:

Week of March 16, 1998

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McLane NE
B2G1F

Item #538994 (Displays)

<u>SKU_CUBE:</u>	1.6700
<u>SKU_WT (w/o Product):</u>	4.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 Offers

Billing per Sku: 4 Full Price Cartons

PROMOTION DESCRIPTION: SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'.
OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE
B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON
PACK OF SAME STYLE TO OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP
TO RETAILER.

BRAND STYLES: WINSTON FF Box / WINSTON LT Box / WINSTON ULT LT Box

DISPLAY BRAND LOAD:

* 4 CARTONS:

2 WINSTON LT Box / 1 WINSTON FF Box / 1 WINSTON ULT LT Box

EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to received packed displays is attached. RJR will
reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail
on a timely basis. This equates to \$3,080.00 (110 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your
assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to
account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

MARCH: WINSTON B2G1F PROMOTION #800115

RETAIL DISTRIBUTION DATE: 3/16/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ SUNOCO	308	See List	377		2	10			2	13	97		251	2		
BP OIL	44	See List	85										85			
BRADFORD MINI MART	7	1	7						4						3	
COASTAL MART	38	See List	76							22			54			
COOKS CONVENIENT	6	See List	9								9					
COUNTRY FAIR	69	See List	275								8	32	235			
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	41	See List	52								52					
HESS MART	53	See List	97							3	80		14			
HESS STATION	146	See List	216	1		3				23	104		80	5		
J MART	8	1	8								8					
KRAUSZERS	13	See List	34	34												
MANLEY'S	11	See List	13								13					
MOBIL / ON THE RUN	92	See List	140	15		24			20	22	51			8		
QUICKWAY	29	See List	33								33					
7/11 - HANDEE MART	27	See List	70									3	32	35		
STARENTERPRISE	25	1	25							12			13			
SUGARCREEK	73	1	73								73					
SUNRISE FOODS	16	See List	17								17					
INDEPENDENTS & SMALL CHAINS	27	See List	32	1		6	2		2	4	12		5			
TOTALS	1038		1650	51	2	43	2	0	28	99	568	35	32	772	15	3